



Brian Goss <bgross@addison-il.org>

Invitation: Onboarding Addison PD (IL) 5/7 @ 10AM EST @ Fri May 10, 2019 9am - 10am (CDT) (Brian Goss)

1 message

anthony.modestine@ring.com <anthony.modestine@ring.com>
Reply-To: anthony.modestine@ring.com
To: bgross@addison-il.org, Paul Carney <pcarney@addison-il.org>

Fri, Apr 26, 2019 at 9:25 AM

You have been invited to the following event.

Onboarding Addison PD (IL) 5/7 @ 10AM EST[more details »](#)

We're excited to move forward with our partnership and onboard your key stakeholders onto the Neighbors Portal.

I will be your Account Manager and will be leading your onboarding/training and supporting you moving forward. Please ensure you all have access to a computer so we can screen share the Portal with you. A reminder that this Onboarding is train-the-trainer style so we ask that you only include key stakeholders.

I highly recommend all attendees download the free Neighbors by Ring App.

Anthony Modestine is inviting you to a scheduled Zoom meeting.

Topic: Anthony Modestine's Personal Meeting Room

Join Zoom Meeting

<https://ring.zoom.us/j/7551771918>

Please dial by your location and enter the Meeting ID to join the call for Audio if your computer does not have a microphone.

+1 646 876 9923 US (New York)

+1 669 900 6833 US (San Jose)

+1 855 880 1246 US Toll-free

+1 877 853 5257 US Toll-free

Meeting ID: 755 177 1918

Find your local number: <https://zoom.us/u/acyJwLV2yp>

When Fri May 10, 2019 9am – 10am Central Time - Chicago

Calendar Brian Goss

Who

- anthony.modestine@ring.com - organizer
- Brian Goss
- Paul Carney

Going (bgross@addison-il.org)? **Yes** - **Maybe** - **No** [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this email at the account bgross@addison-il.org because you are subscribed for invitations on calendar Brian Goss.

To stop receiving these emails, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More](#).

invite.ics
3K



Brian Goss <bgooss@addison-il.org>

PR Intro + Materials - Addison PD (IL) Joins Neighbors

1 message

Anthony Modestine <anthony.modestine@ring.com>

Fri, May 10, 2019 at 8:42 AM

To: Brian Goss <bgooss@addison-il.org>, Morgan Culbertson <morgan.culbertson@ring.com>

Cc: Media <media@ring.com>, Kaleigh Bueckert-Orme <kaleigh.bueckertorme@ring.com>

Hi Deputy Chief Gross,

I wanted to introduce Morgan Culbertson from our PR Team (CC'd) along with the initial press packet of materials below:

First announcement item to note is the In-App message pushed out by Ring just before your Remote Onboarding as simple a courtesy message so our existing users in the area know that your Department will be joining the conversation (see example & more info [here](#)).Beyond the in-app message, please review the materials below and be sure to coordinate on broader announcement plans and **provide drafts to Morgan / our media team in advance for review before anything goes out to the press or public.**The announcement Press Packet can be accessed via dropbox [here](#) and contains the following materials;

- **Press Release Template:** Meant as a starting point template with standard messaging for you to update and send as final draft (via [Media@ring.com](#)) so our PR team can review and sign off before your team distributes via local press list, Dept. website, social media pages & any other preferred channels.
- **Social Media Templates:** Sample content for the initial announcement via Facebook, Twitter, Nextdoor & any other social channels in tandem with the press release.
- **Key Talking Points & Reactive Q&A:** Basic talking points and answers to commonly asked questions for Dept. representatives to use when speaking about the Neighbors app and our partnership with the press/public.
- **Neighbors App Logo & Misc. Imagery:** High-res versions of the Neighbors app logo and other contextual images to incorporate with PR materials as needed.

The Neighbors App download link and simple text info below should be included in the initial announcement and in any future public communications from the Dept. when appropriate so that residents are able to download the app and participate;

Download Link: download.ring.com/addison**Simple Text Info:** Or, simply text addisonil to 555888 from your smartphone. (*not case sensitive*)

We will discuss more during our meeting today!

Anthony Modestine

Partner Success Associate

Anthony@ring.com1200 Atwater Dr Ste 225
Malvern, Pa 19355
www.ring.comDownload the Neighbors App.
Join the new neighborhood watch.



Brian Goss <bgooss@addison-il.org>

Ring<>Addison PD Partnership!

1 message

Anthony Modestine <anthony.modestine@ring.com>

Mon, May 13, 2019 at 8:23 AM

To: Paul Carney <pcarney@addison-il.org>, jsampson@addison-il.org, sgilhooley@addison-il.org, pglomb@addison-il.org, ggarofalo@addison-il.org, mmarkiewicz@addison-il.org, mrivera@addison-il.org, lbiles@addison-il.org, jpeterston@addison-il.org, mbesch@addison-il.org, wfuentes@addison-il.org, flehman@addison-il.org, Brian Goss <bgooss@addison-il.org>

Good Morning Addison PD Team!

Thank you for those who joined the training session of Neighbors Portal by Ring! Everyone will receive an email invitation to set up your account by end of the day. Please be sure to log in as soon as possible and let me know if you have any questions or concerns.

Below is a guide to get started which includes directions on creating your account, key takeaways from today's training, and your unique department link and promo code for special law enforcement offers.

Creating an Account

Please access the Neighbors Portal using **Firefox or Chrome. Internet Explorer is not compatible.*

1. Check your inbox for an email from Ring Team
2. Click the **Join Portal** button
3. Follow the prompts to create your account
4. Bookmark <https://nw.ring.com/> for quick, easy access to Neighbors Portal

Key Takeaways

1. **Engage on Portal.** The more your community sees your involvement, the more effective Portal features become when interacting with them.

- A)Comment on every Neighbor Post. - Neighbors will see your title, last name, and Department Name when you comment.

- **Example (Ring Team Modestine - Addison PD)**

Showing All Comments

Hide Comments

Neighbor 7 a month ago

Thank you for the heads up

0

Reply

Neighbor 14 a month ago

I have the Ring Stick Up Cams inside my vehicles.

0

Reply

Lt. Greene - Wolcott PD 23 days ago

Thank You for this post. The video clearly shows that if your doors are locked and your residence has some sort of security, in this case motion lighting, it will deter the criminals. Again thank you for the post. The Wolcott Police are investigating.

2

Reply

- B)Law Enforcement Post - Neighbors will see the Name of the Department
- **Example (Addison PD)**
- Here are some examples that should be posted.
 - Ex. BOLOS, PSAs, 9 pm Routine, Success Stories, Missing Person, Scams, Events(Community Watch, Coffee w/ Cop) and every time you send out a Video Request.
 - **FACEBOOK** - Everything Crime/Safety that is being posted to facebook should also be posted in the Portal.
 - If looking for information please make sure to put in a contact number or email that neighbors can reach out.
 -



Paddock Rd Car Larceny

Hello Rye Brook community, My name is Detective Dengler with the Rye Brook Police Department. The Rye Brook Police Department is investigating a Car Break-in investigation in which Ring is emailing Ring users on the Rye Brook PDs behalf to gather any videos that can help with our investigation. This request is for any video that captured video on Thursday, April 25th from 1-3am. Any members of the community who may have other camera systems and captured video that could help investigators are asked to please share those videos/images with the Rye Brook Police Department as this is a time sensitive matter. You can do this by emailing them to edengler@ryebrook.org Thank you all for your assistance in helping us Reduce Crime In Our Community. Rye Brook Pd #914-937-1020

2. **Join an Alert Zone.** Let us deliver the most important crime related posts directly to your inbox. Joining an Alert Zone is easy:
 1. Sign in → click on the blue profile icon in the upper right corner → **My Profile**
 2. Click **Select Alert Zone**
 3. Choose an **Alert Zone**
3. **Anyone Can Use Neighbors.** Neighbors is a free app that anyone can download and use. Portal grows in value with each resident that downloads the Neighbors App.
*For Ring's law enforcement guidelines, please click [here](#).
4. **Community Partner Programs.** Ring Offers a variety of programs to meet the specific needs of local governments, HOAs, Community Groups, and events. Click on the link below to learn more.
<https://communityprograms.ring.com/>

Special Offers for Law Enforcement

1. Download the FREE Neighbors App by texting **Addisonil** to **555888** or by visiting download.ring.com/addison
2. Get **\$50 off** of eligible Ring Video Doorbells, Security Cams, and our Ring Alarm when you shop at Ring.com. Use discount code: **nbaddison** and be sure to check out using your department email address (example@addison-il.org)
*Discount does not apply towards accessories and/or already discounted devices, including but not limited to Ring Video Doorbell Classic

Lastly for those that joined the onboarding and if you have a free moment, please click [here](#) to take a quick 2-minute survey on training. If you have any questions or need support at all, feel free to contact me at any time at Anthony@ring.com or 610.220.5432. It was a pleasure meeting your team and I hope to connect again soon!

Best,
Anthony Modestine

Anthony Modestine

Partner Success Associate
Anthony@ring.com




1200 Atwater Dr Ste 225
Malvern, Pa 19355
www.ring.com




Download the Neighbors App.
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4 attachments

 **Portal Announcement Flyer Addison PD.pdf**
1697K

 **Reference Sheet Addison PD.pdf**
129K

 **Best Practices Sheet.pdf**
405K

 **Success Stories Sheet.pdf**
410K



Brian Goss <bgoss@addison-il.org>

Re: Ring<> Addison PD Follow Up!

1 message

Anthony Modestine <anthony.modestine@ring.com>
To: Brian Goss <bgoss@addison-il.org>

Mon, May 13, 2019 at 8:35 AM

Thanks, Brian, everyone should be fully invited and also should have been emailed.

If you don't mind making sure everyone is fully logged in by end of the week, I want to make sure that there are no issues with anyone trying to log in.

Do you anticipate sending out your "Welcome Message" the same day as when the public announcement is made?

[Anthony Modestine](#)

Partner Success Associate
Anthony@ring.com



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Malvern, Pa 19355
www.ring.com



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On Sat, May 11, 2019 at 9:25 AM Brian Goss <bgoss@addison-il.org> wrote:
Anthony

Attached is the spreadsheet with all users so they can get started. I am waiting for the Chief to look over the press release and approve his quotes before I send it to your media team. I plan on doing training with all personnel who will be utilizing the system within the next two weeks. That being said these guys are pretty tech savvy and will learn a lot from getting in there and checking it out.

Deputy Chief Brian Goss #352
Addison Police Department
TX (630) 693 7943
Fax (630) 693 7969
FBI NA #267
[Follow On Twitter @DCGossAPD](#)

<http://www.addisonpoliceillinois.org/>

On Fri, May 10, 2019 at 10:23 AM

Anthony Modestine <anthony.modestine@ring.com> wrote:
Hi Deputy Chief Goss,

Thank you for connecting with me earlier for the Portal Onboarding! Recap below as promised:

1. Portal Requirements

a) Account Provisioning - Attached is an Excel doc outlining what's needed to provision users. Please add everyone that would potentially need an account and send it back so we can set up their accounts. Let me know if you have any questions on this!

b) Browser Compatibility - Portal is compatible with Chrome or Firefox. Please refrain from using Internet Explorer or any others not listed above.

2. Training Materials - Attached are Training Materials that you can distribute to users that are provisioned. These should help provide context and baseline knowledge for them to properly use Portal.

3. Designating Commenters - Can you please confirm these Officers will be the designated commenters and can you provide me their email addresses?

Name: Joanne Sampson Email:

Name: Officer Carney Email:

Name: Deputy Chief Goss Email: bgoss@addison-il.org

4. Welcome Message: Here is an example of the "Welcome Message" you can post to your portal. It will show your community that your department is now able to send out real-time alerts to them.

Title:

Addison PD Welcome Message!

Address:

Enter a public address in more central part of your jurisdiction(Exact address is never shown to the public)

Description:

HelloAddison Community, This is Ring Team Modestine from the Addison Police Department. Our department is excited to be joining the Neighbors by Ring app in efforts to reduce crime in our Community. This app will allow the APD to inform the community of real-time crime and safety events so you can always stay informed. The Neighbors by Ring App also allows you, the user, to see something share something directly with APD. You do not need Ring devices to participate, anyone with any camera system can upload content to the Neighbors App! We are encouraging each and every one of you to spread the word out to the community about the Neighbors App. To download please text "addisonil" to 555888. Remember if you see something share something and report it to the Addison Police Department #555-555-5555

Thanks.

Ring Team Modestine

Media:

If you are not posting any video/picture I recommend adding in the department's LOGO in this spot! It will make your post stand out more.

Otherwise, thank you for your time earlier and let me know if I forgot anything!

[Anthony Modestine](#)

Partner Success Associate

Anthony@ring.com

ring

1200 Atwater Dr Ste 225

Malvern, Pa 19355

www.ring.com



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Brian Goss <bgoss@addison-il.org>

Re: PR Intro + Materials - Addison PD (IL) Joins Neighbors

1 message

Morgan Culbertson <morgan.culbertson@ring.com>

Fri, May 17, 2019 at 4:32 PM

Reply-To: Morgan@ring.com

To: Brian Goss <bgoss@addison-il.org>

Cc: Media <media@ring.com>, Kaleigh Bueckert-Orme <kaleigh.bueckertorme@ring.com>, Anthony Modestine <anthony.modestine@ring.com>

Appreciate the update here Chief! Will be on the lookout and sure to share any coverage we come across with regards to the announcement :)

Enjoy the weekend!

Morgan Culbertson

PR Coordinator, Neighbors

Morgan@ring.com

m: 805.822.9694



1523 26th St.
Santa Monica, CA 90404
www.ring.com



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On Wed, May 15, 2019 at 8:58 AM Brian Goss <bgoss@addison-il.org> wrote:
Morgan

The press release was sent to:

Sent to:

Sun-Times, Tribune, CLTV, Addison Independent, Fox 32, Daily Herald, channels 2, 5, 7, 9, WGN & WBBM Radio, Addison Chamber of Commerce, DuPage Business Ledger (Daily Herald publication).

Deputy Chief Brian Goss #352
Addison Police Department
TX (630) 693 7943
Fax (630) 693 7969
FBI NA #267
[Follow On Twitter @DCGossAPD](#)

<http://www.addisonpoliceillinois.org/>

On Wed, May 15, 2019 at 7:41 AM

Morgan Culbertson <morgan.culbertson@ring.com> wrote:
Hello Chief Goss,

Thanks for sending and appreciate your patience! Just looked over the updated draft release and materials, all of which look good to go on our end.

Of course, feel free to templatzize into your Dept's final press release format however you normally would prior to distribution. Once you have a date in mind for posting/sending out the announcements via your local media and preferred channels please let us know and we will be on standby to track coverage and support however is needed!

Best,

Morgan

Morgan Culbertson

PR Coordinator, Neighbors

Morgan@ring.com

m: 805.822.9694



1523 26th St.
Santa Monica, CA 90404
www.ring.com



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On Mon, May 13, 2019 at 2:03 PM Anthony Modestine <anthony.modestine@ring.com> wrote:
Thanks for sending that over, you can send that out yourself after our media team approves the draft!
Anthony Modestine
Partner Success Associate
Anthony@ring.com



1200 Atwater Dr Ste 225
Malvern, Pa 19355
www.ring.com



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On Mon, May 13, 2019 at 4:56 PM Brian Goss <bgoss@addison-il.org> wrote:
Attached is the draft press release for Addison Police along with our FB and Twitter notifications.

Question do you want us to send to press or will you do that? Let me know. Thanks.

Brian
Deputy Chief Brian Goss #352
Addison Police Department
TX (630) 693 7943
Fax (630) 693 7969
FBI NA #267
[Follow On Twitter @DCGossAPD](#)

<http://www.addisonpoliceillinois.org/>

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We will discuss more during our meeting today!

Anthony Modestine

Partner Success Associate

Anthony@ring.com

ring

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